

**Amendments To The Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

Please cancel claims 30-32, 51-56, and 67-75

**Listing Of Claims:**

1-12. (previously cancelled).

13. (Currently Amended) A telecommunications advertising means~~system~~, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a ~~processor coupled with the advertisement database, the processor processing~~ means-configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with a destination of an incoming communication and to route the associated advertisement to the destination.

14-29. (Previously Cancelled).

30-32. (Cancelled)

33. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim ~~1357~~, wherein the ~~processing-means~~processor is further configured to cause the advertisement associated with the source to replace a dial tone that would normally be routed to the source.

34. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 57, wherein the processor ~~processing-means~~ is further configured to associated a plurality of short advertisements with the source and to cause the advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

35. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim ~~1357~~, wherein the ~~processing-means~~processor is further configured to cause the advertisement associated with the source to be routed to the source prior to connecting the source with the destination.

36. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim ~~1357~~, wherein the ~~processing-means~~processor is further configured to cause the advertisement associated with the source to be routed to the source just prior to a dial tone being routed to the source.

37. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 13, wherein the ~~processing-meansprocessor~~ is further configured to cause the advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication.

38. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 37~~58~~, wherein the ~~processing-meansprocessor~~ is further configured to cause the advertisement associated with the source to be routed to the source when the advertisement associated with the destination is routed to the destination.

39. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 38, wherein the advertisement associated with the source and the advertisement associated with the destination last the same amount of time.

40. (Currently Amended) The telecommunication advertising ~~means-system~~ of claim 13~~57~~, further comprising a switching center interfaced with the source, and wherein the ~~processing-meansprocessor~~ comprises part of the switching center.

41. (Currently Amended) The telecommunication advertising ~~means-system~~ of claim 40, wherein the switching center comprises a router configured to route the incoming communication from the source to the destination, and wherein the processing means comprises part of the router.

42. (Currently Amended) The telecommunications advertising system means of claim 40, wherein the advertising database comprises part of the switching center.

43. (Currently Amended) The telecommunications advertising system means of claim 13, further comprising a database coupled with the processing means, the database configured to store the user preferences.

44. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the user preferences include the user's age.

45. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the user preferences include the user's salary.

46. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the user preferences include the user's marital status.

47. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the user preferences include the user's number of children.

48. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the user preferences include the user's buying preferences.

49. (Currently Amended) The telecommunications advertising system means of claim 43, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

50. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 43, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

51-56. (Cancelled)

57. (Currently Amended) The telecommunications advertising ~~systemmeans~~ of claim 13, wherein the ~~processing-meansprocessor~~ is further configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with a source of ~~an-the~~ incoming communication and with a destination of ~~said-the~~ incoming communication.

58. (Currently Amended) The telecommunications advertising ~~systemmeans~~ of claim 57, wherein the ~~processing-meansprocessor~~ is further configured to cause the advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication.

59. (Currently Amended) The telecommunications advertising ~~systemmeans~~ of claim 57, further comprising a database coupled with the ~~processing-meansprocessor~~, the database configured to store the user preferences.

60. (Currently Amended) The telecommunications advertising ~~systemmeans~~ of claim 59, wherein the user preferences include the user's age.

61. (Currently Amended) The telecommunications advertising ~~system~~means of claim 59, wherein the user preferences include the user's salary.

62. (Currently Amended) The telecommunications advertising ~~system~~means of claim 59, wherein the user preferences include the user's marital status.

63. (Currently Amended) The telecommunications advertising ~~system~~means of claim 59, wherein the user preferences include the user's number of children.

64. (Currently Amended) The telecommunications advertising ~~system~~means of claim 59, wherein the user preferences include the user's buying preferences.

65. (Currently Amended) The telecommunications advertising ~~system~~means of claim 59, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

66. (Currently Amended) The telecommunications advertising ~~means-system~~ of claim 59, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

67-75. (Cancelled)

76. (Currently Amended) A telecommunications advertising ~~means~~system, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate ~~at least one~~ a plurality of short advertisement advertisements in the advertisement database with a source of the incoming communication and to;

~~wherein the processing means is further configured to cause the plurality of short advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.~~

77. (Currently Amended) The system of claim 76, wherein the processing means system is further configured to selectively associate ~~an~~ the plurality of short advertisement in the advertisement database with the source of the incoming communication based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography.

78. (Currently Amended) The telecommunications advertising system ~~means~~ of claim 76, wherein the user preferences include the user's age.

79. (Currently Amended) The telecommunications advertising system ~~means~~ of claim 76, wherein the user preferences include the user's salary.

80. (Currently Amended) The telecommunications advertising system ~~means~~ of claim 76, wherein the user preferences include the user's marital status.

81. (Currently Amended) The telecommunications advertising system means of claim 76, wherein the user preferences include the user's number of children.

82. (Currently Amended) The telecommunications advertising system means of claim 76, wherein the user preferences include the user's buying preferences.

83. (Currently Amended) A telecommunications advertising ~~means~~system, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one a plurality of short advertisements in the advertisement database with a source of an incoming communication and to cause the plurality of short advertisements associated with the source to replace the rings of a ringback signal that would normally be routed to the source.